

## REMARKS

Applicants believe that the following comments overcome the rejections set forth in the December 9, 2003 Office Action and that the rejections should be withdrawn.

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### I. THE INVENTION

Generally, the present invention is a system for accessing electronic data via a familiar printed medium. Specifically, the familiar printed medium is a printed  
10 business card with a machine recognizable feature. The machine recognizable feature may be one of various embodiments including, but not limited to, a watermark, bar code, invisible bar code, magnetic code, printed character, invisible icon, etc. When a machine recognizable feature  
15 is recognized, an electronic signal is transmitted for processing. The processing results in the display of programming material. The present invention is designed to allow a user to access programming material that may be related to the information contained in the printed  
20 business card.

## II. THE EXAMINER'S REJECTIONS

The Examiner rejected claims 168, 257, and 260 under the judicially created doctrine of obviousness-type double patenting as being unpatentable over claim 1 of U.S. Patent  
5 No. 5,932,863 (hereinafter referred to as "the '863 patent"). "Although the conflicting claims are not identical, they are not patentably distinct from each other because they all recited [sic] the same limitations" (December 9, 2003 Office Action, p. 3).

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## III. THE EXAMINER'S REJECTIONS SHOULD BE WITHDRAWN

The Examiner rejected claims 168, 257, and 260 under the judicially created doctrine of obviousness-type double  
patenting as being unpatentable over claim 1 of the '863  
15 patent. In response, Applicants are filing a Terminal Disclaimer herewith to overcome the Examiner's double patenting rejection.

CONCLUSION

Applicants submit that all pending claims represent a patentable contribution to the art and are in condition for allowance. No new matter has been added. Early and  
5 favorable action is accordingly solicited.

Respectfully submitted,

Date: \_\_\_\_\_

3/19/04

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